

1 What is claimed is:

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3 1. A system for providing a network-based site having pages with a common  
4 appearance, comprising:

5 a tag embedded in each page of a network-based site, each page stored in a page  
6 storage medium;  
7 a script to be called from within the tag; and  
8 a configuration database storing page configuration information to be called or  
9 queried by the script.

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11 2. The system of claim 1 further comprising:

12 a server configured to retrieve a page from the page storage medium, detect the tag in  
13 the page, retrieve the script associated with the tag, execute the database script in a  
14 configuration database to access page configuration information and serve the page including  
15 the page configuration information.

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17 3. The system of claim 1 wherein the script comprises database script.

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19 4. The system of claim 1 further comprising a script database storing the script.

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21 5. The system of claim 4 wherein the configuration database and the script database  
22 comprise the same database.

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24 6. The system of claim 1 wherein each page comprises a HTML page.

25  
26 7. A method for providing a network-based site having pages with a common  
27 appearance, comprising:

28 receiving a request for a page;  
29 retrieving the page from a page storage medium;  
30 executing a database script associated with the page to access configuration  
31 information from a configuration database; and  
32 receiving configuration information associated with the page from the configuration  
33 database, wherein the page, including the configuration information, is to be served to a user.

1 8. The method of claim 7 wherein executing the database script comprises retrieving the  
2 database script through a tag on the page, the tag including a link to the database script.

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4 9. The method of claim 7 wherein retrieving the page from the page storage medium  
5 comprises retrieving the page in a hypertext markup language format and receiving the  
6 configuration information comprises receiving information in a hypertext markup language  
7 format.

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9 10. The method of claim 7 wherein the configuration information is integrated into the  
10 page when the page is served.

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12 11. The method of claim 7 wherein executing the database script comprises giving the  
13 page a name and using the page name in the database script to access the configuration  
14 database.

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16 12. The method of claim 7 wherein receiving configuration information comprises  
17 receiving information to be displayed in the body of the page.

18  
19 13. A system for providing a network-based site having pages with a common  
20 appearance, comprising:  
21       means for receiving a request for a page;  
22       means for retrieving the page from a page storage medium;  
23       means for executing a database script associated with the page to access configuration  
24 information from a configuration database; and  
25       means for receiving configuration information associated with the page from the  
26 configuration database, wherein the page including the configuration information may be  
27 served to a user.

28  
29 14. The system of claim 13 wherein the means for executing the database script  
30 comprises means for retrieving the database script through a tag on the page, the tag  
31 including a link to the database script.

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33 15. The system of claim 13 wherein the means for retrieving the page from the page  
34 database comprises means for retrieving the page in a hypertext markup language format and

1 the means for receiving the configuration information comprises means for receiving  
2 information in a hypertext markup language format.

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4 16. The system of claim 13 wherein the configuration information is integrated into the  
5 page when the page is served.

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7 17. The system of claim 13 wherein the means for executing the database script  
8 comprises means for giving the page a name and using the page name in the database script  
9 to access the configuration database.

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11 18. The system of claim 13 wherein the means for receiving configuration information  
12 comprises means for receiving information to be displayed in the body of the page.

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14 19. A computer readable storage medium containing executable computer program  
15 instructions which when executed cause a digital processing system to perform a method for  
16 providing a network-based site having pages with a common appearance, said method  
17 comprising:

18 receiving a request for a page;

19 retrieving the page from a page storage medium;

20 executing a database script associated with the page to access configuration  
21 information from a configuration database; and

22 receiving configuration information associated with the page from the configuration  
23 database, wherein the page, including the configuration information, is to be served to a user.

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